



UPCOMING EVENTS

TOTALITY OVER WINNSBORO

Eclipse 2024

April 8, 2024

Business of the Week

Congratulations to The Bowery Boutique on being named the Business of the Week! The boutique is in the process of rebranding as Modern Country Living in collaboration with Modern Country Art Gallery. Stay tuned for the unique lifestyle experiences they will be bringing through Modern Country Living. Drop by the store located at 220 Market Street and see for yourself all the exciting transformations. Thanks for being a valued member of the Winnsboro Area Chamber of Commerce!

Welcome New Members

Vicki Zercher, Realtor
Ford Septic
The Rosewood Venue
Winnsboro Community Ministry
Lakeview Rehabilitation & Healthcare

Totality Over Winnsboro

Preparing for the 2024 Eclipse

As April 8, 2024, approaches, here are some suggestions to help businesses be prepared.

What to Expect

With more visitors in town, businesses will have the opportunity to increase revenue along with showcasing the business and town. Make sure to prepare for cash transactions. Talk to suppliers and consider offering eclipse viewing glasses. Collaborate with other businesses and think about offering a package deal.

Restaurants

Plan for crowds by offering a limited menu to help streamline service. Create specials that are eclipse themed. Offer portable options for those visitors that want a grab-and-go lunch. Have eclipse glasses for sale for those guests not ordering and include glasses for guests eating at the restaurant.

Retail stores

Plan for more foot traffic and longer lines. Make sure that you prioritize safety and think about having a bathroom policy. (Do you want to provide a public restroom?) Create an eclipse themed display inside the store or in the window. Sell merchandise/glasses related to the eclipse with the date and location. Partner with other retailers in a joint promotion or collaboration.